

ABSTRACT

Tourist attractions Ciletuh Geopark has great natural potential, has a variety of tourist attractions in the region and has a historical value. But visitors who come to the place is just a little tour. If the potential of this tour does not run or be developed further, it would be scared of these attractions will be managed by foreign parties for personal gain. This design uses the analysis 5W + 1H (What, Who, Why, Where, When and How) that deepened the analysis target audience consisting of Personification Target Audience, consumer insight and consumer journey and in the delivery of the message using AISAS (Attention, Interest, Search, Action, and Share) to create an effective campaign. Of the method used, the resulting message "History can, vacation stays" and the media used in this campaign is an application, website, posters, flyers, x-banner. Promotion of the design in accordance with the target audience is expected to increase the number of visitors and introduce the tourist attractions Ciletuh Geopark to the public.

Keywords: Places, Promotion, Ciletuh Geopark